

Breakfast Newsletter



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Compiled by Brita Ball

National School Breakfast Week

The National School Breakfast Program was started as a pilot in 1966 at schools in areas with low-income populations, or where children had to travel long distances. Nine years later the program was made available to all schools. In 1991, to celebrate



these efforts to eliminate hunger and to recognize all those working in child nutrition, President George Bush declared the first week of March National School Breakfast Week. At that time, about 4 million children were being fed breakfast in schools around the country each day. Today the program has expanded, and 13.5 million children get nourished by caring lunch ladies, lunch men and serving staff every morning!

Each year schools continue to celebrate the importance of breakfast during the first week of March. Schools all over the nation go the extra mile to put breakfast in the spotlight. Utah is no exception. Our schools had a variety of activities that got children excited about the most important meal of the day!



Tip 1:

Advertise!



Do parents know that their school serves breakfast?

Do parents know that breakfast is available to all kids?

Ogden School District

Contributed by Suzanne Braithwaite



For National School Breakfast Week, they had a drawing and gave out bikes and bike helmets.

Alternative Breakfast Ideas from www.fueluptoplay60.com

Breakfast in the Classroom — the most popular serving option, students eat breakfast in their classroom either at the beginning of the school day or early during the day. Often breakfast is brought to classrooms from the cafeteria by students, or served from carts in the hallways by school nutrition staff.

Grab 'n' Go Breakfast / Breakfast on the Bus — All the components of school breakfast are conveniently packaged so students can easily grab a reimbursable meal quickly, either from the cafeteria line or from carts elsewhere on school grounds. Students can eat in the cafeteria, the classroom or elsewhere on school grounds. Due to consolidation, the amount of time students spend on the bus has increased. Some districts are providing a Grab 'n' Go type breakfast for students to enjoy on the bus.

Breakfast After First Period or "Second Chance Breakfast" — Usually implemented in middle and high schools, this is a program where students are allowed time to get breakfast after first period, either in the cafeteria or from carts in the hallway.

Nebo School District

* The week before National School Breakfast Week, posters were put up in each school and announcements were made over the intercom.

* The cafeterias were decorated with blue and yellow "Be a Star" Balloons.



* Prizes were given out each day at random. Educational prizes such as books, pens and pencils were given, as well as basketballs, soccer balls, jump ropes and hula hoops to promote physical fitness.

* All schools participated, and two bikes were given to randomly selected students who ate school breakfast. The winners were from Goshen Elementary and Spanish Oaks Elementary.



* There was a big assembly held to finish off the week and to present awards to the 7 schools that qualified for the Healthier US Challenge award.



* The Spanish Fork Cable Network featured the event on the cable news.

* The Mayor of Spanish Fork was invited to enjoy breakfast with the superintendent and district food service staff, as well as the Director of Operations and the Public Relations officer.

Contributed by Bill Vest

Expanding Breakfast: Frequently Asked Questions

from www.fueluptoplay60.com

What kind of increases are realized when breakfast is expanded outside of the cafeteria?

Expanding breakfast outside of the cafeteria into alternate serving locations significantly increases breakfast participation.



- Breakfast in the classroom yields the highest participation levels, up to 98% of enrollment.
- Grab 'n' go breakfast, where breakfasts in bags are handed out as children get off the bus, or from meal carts or kiosks set up in strategic locations, generates 15-40% participation level increases.
- Breakfast after first period is particularly well suited for high schools, where students are often not hungry first thing in the morning, and also yields a 15-40% participation level increase.

Isn't there lost instructional time in the classroom with an expanding breakfast program?

Lost instructional time is one of the greatest concerns expressed about serving breakfast in the classroom after school has started. In fact, **teachers report they have actually gained instructional time** due to fewer nurse visits, less tardiness and absenteeism, and fewer disciplinary problems. Breakfast in the classroom generally takes about 10 minutes to serve and eat, and is often done during morning activities, such as announcements, Daily Oral Language, individual reading time, etc., so that no instructional time is lost. Often it takes time for children to settle in at the beginning of the day, and many teachers find breakfast in the classroom to be a successful transitional activity.

See more Frequently Asked Questions [HERE](#)

Fact Sheet for Principals, Teachers, and Parents [HERE](#)

Uintah School District

Uintah School District placed ads for National School Breakfast Week on the local radio stations, in the local newspaper, and in the school newsletters. During National School Breakfast Week, all of their schools gave prizes to several children. Students won by being the one to pick up a "lucky tray." The prizes included basketballs, soccer balls, tennis balls, wall balls, and jump ropes.

Contributed by Sherry Hardman

Tip 2: "Universal breakfast" is offering free breakfast to all students regardless of eligibility, but the students are still claimed based on their own eligibility.



Breakfast

by Nallely Caballero, fourth grade, Ogden School District

Eating healthy is like getting wealthy.

It will be rude to not eat your food.

It will be unhealthy to eat morning junk food.

So you should eat your energy food.

Tip 3:

Use salad bar carts for mobile breakfast sites, and place them in high-traffic areas of the school.

Provo School District

Provo had a special menu for National School Breakfast Week, focused on the theme "Be a Star with School Breakfast." These fun food items included red-carpet French toast, superstar strawberry slices, paparazzi pancakes, Broadway breakfast burritos, and many more. Each day there was an activity and game to get the children involved and excited about breakfast. One day, athletes from BYU went to different schools and played a game called "Shoot for Fruit!" Another day there were visits from jump rope experts, and all students who ate breakfast got a jump rope. During the week other prizes such as Frisbees, bookmarks, blow-up fruit and fruit-shaped note pads, were given out or won by the students.



Contributed by Jenilee McComb

Washington County Schools Celebrate National School Breakfast Week 2013



§ There was a great assembly with Erick Smith, quarterback for the San Francisco 49ers, sponsored by Fuel Up to Play 60 and the Dairy Council of Utah. Erick talked about healthy eating, and students had relay activities. Students from Washington Elementary fourth grade, Fossil Ridge Intermediate School and Enterprise High School were selected to participate. These students either did a poster or an essay about the importance of breakfast. The students had a great time, and they each received a signed photograph.

§ The Jazz Bear came to East and Coral Cliffs Elementary Schools for an assembly about healthy eating habits, saying no to drugs and physical activity. The students really enjoyed it. Students who ate

most or all of their meal on the days leading up to the assembly were given a ticket for a drawing, and lucky students at East won a basketball signed by the Jazz Bear.

§ There was a Dr. Seuss day with breakfast for lunch and green eggs n' ham, of course! Lucky students won Dr. Seuss books and a stuffed Cat in the Hat.

§ Bloomington Elementary had blind taste testing using breakfast foods. The students loved it!

§ Arrowhead Elementary made milk mustaches to give to the kids who drank all of their milk. They were a hit!

§ Dixie Sun Elementary sent activity pages home with the kids, and they were encouraged to do them at home so parents could see them.



§ The district menus reflected SNA breakfast menus for the week, and most schools used the tool kit from SNA. Schools put up posters about the importance of breakfast, and in the schools with monitors, information was running all week about the importance of breakfast and good nutrition. Breakfast participation went up in a lot of the schools that week.

Contributed by Sharon Stucki

Ronald Reagan Academy

During School Breakfast Week, Ronald Reagan Academy had a kickoff celebration for their new universal breakfast program. Teachers, parents and families were invited along with all the children. They had their school mascot there, and



the director helped serve breakfast. They served WGR pancakes, oranges, juice, milk, and pork sausage made with rice so it is lower in fat and cholesterol. It sounds weird, but it tasted great! It was

juicier than turkey sausage. Every student who got breakfast was entered in a drawing to win a gift certificate to a local smoothie place.

Contributed by Tammy Jenkins



**Don't forget to prep for
National School Breakfast
Week 2014!**



Tip 4:

"Offer vs. Serve" is not required at breakfast.

Pre-plating or bundling is allowed.

SBP Reimbursement for 2012-2013 SY:

Free – \$1.55

Reduced – \$1.25

Paid – \$0.27

"Severe needs" schools, where at least 40 percent of the lunches served during the second preceding school year were free or reduced-price, qualify for an additional 30 cents for each free or reduced-price breakfast.

BREAKFAST CHANGES LIVES

HOW?

KIDS WHO EAT SCHOOL BREAKFAST...

MISS LESS SCHOOL

They attend an average of
1.5 more days
per year

DO BETTER IN MATH:

They average
17.5% higher
math test scores



MORE ATTENDANCE + HIGHER MATH SCORES =

20% more likely to graduate high school



AND KIDS WHO EAT BREAKFAST REAP THE BENEFITS AS ADULTS, TOO:



High school graduates on average earn

\$10,000 more annually



Less likely to experience

HUNGER as adults



BUT HERE'S THE PROBLEM

NOT ENOUGH KIDS ARE EATING SCHOOL BREAKFAST.

Garfield School District

For National School Breakfast Week, we decided to try the grab-and-go breakfast for 7-12 grades. I had cleared the idea of having the students bring the bag into first hour classes with the teachers, and they were all fine with it. Very few students actually had to take it to class. Most ate at the cafeteria tables and were finished before the bell rang. We had about 1/3 of the middle school students come for breakfast, which exceeded our expectations. Part of this was probably because the seventh and eighth grade girls had volleyball practice at 5:45 a.m.! We are continuing the program, probably for the rest of this school year, then will reevaluate.

Grab-and-go menus:

Pop Tart
Cheese stick
Orange
Juice
Milk

Cereal bar
Cheese stick
Strawberries
Juice
Milk

Yogurt
Granola bar
Banana
Juice
Milk



Submitted by Leniece Fischer

Contact your specialist with questions!

